MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 1, 2016/2017**

## PWC1010 – WORKPLACE COMMUNICATION

( All sections / Groups )

8 OCTOBER 2016
2.30 p.m - 4.30 p.m
( 2 Hours )

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**INSTRUCTIONS TO STUDENTS**

1. This Question Paper consists of 4 pages with **2 sections** only.
2. Attempt **ALL** questions.
3. Please write all your answers in the Answer Booklet provided.

## SECTION A: CASE STUDY [30 MARKS]

**Question 1 [15 marks]**
**Instructions:** Read the following case and answer the questions that follow.

Adam wanted to be well-prepared for his job interview. He prepared all the needful to perform well in the interview. He knew that as well as answering questions during the interview he should also be ready to ask relevant questions to learn about the position and understand its specific needs and demands. Adam also prepared a portfolio of his work to show at the interview and sufficient copies of his resume, certificates and references.

Adam knew that one of his friends, Jordan, had missed out on a position because he was not able to answer the interviewer's questions satisfactorily. Moreover, Jordan failed to establish a good impression of himself by arriving late for the interview and in his rush, paying little attention to his attire. Adam learnt from his friend's experience and prepared thoughtfully for his interview.

On the day of the interview, Adam arrived early because he wanted to make sure he was at the right place and had time to settle and relax before the interview. At the beginning of the interview, Adam was having problem understanding the interviewers, especially one of them, who was a foreigner and spoke with a particular accent. He had great difficulty understanding the interviewer's questions. He started to feel nervous at first as he was struggling to comprehend the questions. However, Adam tried to focus and listen more attentively. He maintained his eye contact with the interviewer and nodded to show his understanding. He also repeated and rephrased the interviewers' questions to make sure he understood the interviewers correctly. Often time, he confidently asked for clarification to certain questions.

As the interview progressed, Adam became more confident and was able to respond to the interviewers effectively. Even when one of the interviewers criticised him on the way he answered the questions, Adam was able to take the criticism positively. At the end of the interview, Adam was pleased and convinced of this performance in the interview.

i. What was the type of job interview that Adam participated in? Provide TWO characteristics of the above job interview. (3 marks)

ii. State TWO types of noise experienced by Adam, which affected his understanding of the questions during the interview. Provide an example for each type of noise from the above case study. (4 marks)

iii. Identify the type of self-esteem and the TWO characteristics of such self-esteem displayed by Adam in the interview. (3 marks)

iv. Identify the verbal communication style Adam used for effective listening and responding of the interviewer's questions. Provide TWO examples from the case study. (3 marks)

v. What step should Adam take to follow-up or maintain a good impression on the interviewers after the interview? Explain its benefit. (2 marks)

**Continued...**

**Question 2 [15 marks]**
**Instructions:** Read the following case and answer the questions that follow.

Meetings in Zambedi & Co. have become repetitive and boring. Participants feel the meeting are a waste of time and provide no value. Attendance is, however, compulsory.

Since the meetings are mostly department meetings, the attendance of the supervisors and managers would be enough in the meetings. A number of participants feel that while they are obligated to attend, they have little to contribute to the process. As they need to only receive information, alternative channels would be enough for them to receive and acknowledge their understanding of the meetings' outcomes.

The meeting proceedings itself are a disorganised sequence of activities. The chairperson, upon his arrival, immediately starts the meeting and goes straight to the discussions of random meeting items. The chairperson is often unprepared and unable to control the procedures of the meeting. Sometimes meetings get heated up with arguments and disagreements, which takes up most of the meeting time. Supervisors also have started coming to the meeting unprepared and showing disinterest while presenting information.

Participants also begin to arrive late, forget to turn off their mobile phone, and pay little attention to the proceedings. They are quiet throughout the meetings, and prefer to avoid giving ideas or challenge ideas from others. The meetings always end with few decisions made, and there is little follow through on any decision taken during the meeting. Participants are becoming frustrated by the lack of focus in the meetings.

i. Identify TWO of the chairperson's weaknesses in managing the meetings and recommend corrective actions the chairperson should take in order to manage the meetings effectively? (4 marks)

ii. Identify any TWO alternative channels the chairperson can use if he/she wants the members to only receive and acknowledge their understanding of the meetings' outcomes. What are the TWO disadvantages of these channels compared to face to face communication in a meeting? (3 marks)

iii. A presentation that is not well planned will result in misunderstanding of information. Provide TWO reasons the supervisors appear unprepared and disinterested while presenting information. Recommend TWO ways for making their presentations more effective. (3 marks)

iv. Identify the communication style displayed by the participants. Identify any TWO characteristics of such communicators in the above situation. (3 marks)

v. Suggest any TWO meeting etiquette to be followed by the participants in future meetings. (2 marks)

**Continued...**

## SECTION B: WRITTEN COMMUNICATION QUESTION [30 MARKS]

**Question 1 [15 marks]**
**Instructions:** Write an email of about 200 words based on the scenario below.

Bon Harman is a reputable manufacturer of electrical items in Kuala Lumpur with 80 employees working in the factory. As an account manager of Triple Ace, a company in Kuala Lumpur that manufactures and supplies raw materials to numerous clients, you have been dealing with Sally, your counterpart in Bon Harman for more than 5 years now. To date, you have not come across any delay in payments.

Nevertheless, this time it is different. A payment of RM400,000 is supposed to be paid last month and, within the last two weeks, you have called Sally twice to remind her of the pending payment. Without timely payment, your company's cash flow would be affected, stake holder would question and suppliers' payment would delay as well. Sally sounds calm when you explain the situation and request her to settle the payment as soon as possible. Sally promises to settle the payment of RM400,000 and just as you expected, the cheque arrives in the next few days.

However, you are surprised that the received amount is short of 10 per cent (RM40,000). You begin to suspect that Bon Harman might have cash flow issues.

Write an email to Sally expressing your dissatisfaction and insisting on full payment to be made within this week.

You may invent any other necessary details.

**Continued...**

**Question 2 [15 marks]**

**Instructions:** Write a job application letter of about 200 words for the job advertised below using the **fully blocked format** and **open punctuation**.

You saw an advertisement on www.jobstreet.com.my for a position of Administration Executive in AC Technology, a construction company. Write a job application letter to apply for the vacant position.

An exciting position is available for an Administration Executive to join a high profile property service company. The position provides administrative support to the Operation and Client Service team ensuring the effective and smooth running of the day to day operations. You will report to the Manager of Operations.

Job responsibilities:

- Ensure the successful day to day operations of the contracts and work assigned to the Operation Centre.
- Liaise with company staff, contractors and clients to identify and respond to clients' needs.
- Coordinate, administer and maintain records of all contractors and clients' site agreement.
- Support Client Service Manager with administrative tasks.
- Review client services, after-sales services and maintain sound client relation.
- Follow up non-accepted quotations and record client feedback

Job requirements:

- Degree from a recognised institution, preferably in Business Administration.
- Good understanding of business processes especially in finance, sales and procurement.
- Positive attitude with great communication skills (both speaking and writing) in English and Bahasa Malaysia.
- Well organised and willing to learn.
- Professional in approach and waiting to start a career in an office environment.
- Sound knowledge in Microsoft Words and Excel.

Write in to the following address to apply for the above position before 30th October 2016.

Human Resource Manager
AC Technology
P.O. Box 1022 Jalan Mutiara Taman Setia
Kajang 76500 Selangor

**End of Paper**